In the Specification:

Please replace the paragraph beginning on page 7, line 13, with the following rewritten paragraph:

Hence, like the first aspect, when the voltage of the same polarity is applied to the liquid crystal material through the switching elements two ~~ore~~or more times at a predetermined interval, as shown in FIG. 4, the liquid crystal shows a response corresponding to the voltage application, and it is possible to realize a high light transmittance without increasing the drive voltage. The reason for this is that the cell charge decreases and the responsiveness of liquid crystal decreases after a response of the liquid crystal by the nth (n: natural number) application of voltage, but, with the next (n+1)th application of voltage of the same polarity, charges corresponding to the applied voltage are stored again in the liquid crystal cell and the liquid crystal responds again.

Please replace the paragraph beginning on page 18, line 5, with the following rewritten paragraph:

FIGS. 2 ~~is a~~(a) and (b) are time ~~chart~~charts showing display control in a conventional liquid crystal display device;

Please replace the paragraph beginning on page 18, line 12, with the following rewritten paragraph:

FIGS. 5 ~~shows an example~~(a)-(d) show examples of a grayscale display by a liquid crystal display device of the present invention;

Please replace the paragraph beginning on page 18, line 25, with the following rewritten paragraph:

FIGS. 10 ~~is a~~(a) and (b) are time ~~chart~~charts showing display control in a liquid crystal display device (the first embodiment) of the present invention;

Please replace the paragraph beginning on page 19, line 6, with the following rewritten paragraph:

FIGS. 12 ~~is a~~(a) and (b) are time ~~chart~~charts showing display control in a liquid crystal display device (the second through fifth embodiments) of the present invention;

Please replace the paragraph beginning on page 19, line 20, with the following rewritten paragraph:

FIGS. 17 ~~is a~~(a) and (b) are time ~~chart~~charts showing display control in a liquid crystal display device (the sixth embodiment) of the present invention; and